



TAIWAN IN-STORE PROMOTION For Fresh Produce & Ancillary Items July 2004



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- Participate in this trendy consumer-food market place!
 - Taiwan's economy is projected to grow 5% in 2004.
 - U.S. consumer-oriented food exports to Taiwan grew 9% in 2003
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The Washington State Department of Agriculture, in cooperation with the Western U.S. Agricultural Trade Association (WUSATA), will be coordinating an in-store promotion for Fresh Produce in a major Taiwanese supermarket chain. The promotion will take place during a two-week period in early July 2004. Past promotions in this market have proven to be an effective tool in building consumer awareness and market presence...and of driven great sales numbers. New for this year is the fact that the supermarket chain will be considering the introduction of packaged items that can be cross-merchandised within the fresh produce section of the store. A few selected items in this category will be featured during the promotion as a market test. If successful, the items will be continued on a permanent basis.

Suitable products include fresh fruits and vegetables and such complementary items as apple dips, croutons, salad sauces, etc.

For further information, please contact Jon Sonen at the Washington State Department of Agriculture at Tel. (509) 457-7137 or email at jsonen@agr.wa.gov for more information.

WUSATA Branded Program funds are available to small companies that qualify. Branded Program participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification is mandatory. Please contact WUSATA for further details.
Phone: 360-693-3373

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